

CLAIMS

- 1 1. A fixture for raising, lowering, and supporting a banner or the
2 like on the side of a multi-story or tall single storied building, comprising:
3 a U-shaped bracket having a pair of generally planar, parallel, legs
4 joined by a generally planar bight adapted to engage a vertical parapet or
5 horizontal overhang at the top of the building;
6 adjustable clamp members adapted to retain the bracket on the building
7 member;
8 a motor driven winch supported on the bracket and adapted to engage
9 the end of a cable attached to the banner so that upon powering of the winch
10 the banner is raised or lowered as cable is arranged and is reeled from the
11 winch; and
12 a remote control member for the winch motor.

- 1 2. The fixture of claim 1 in which the remote control is wirelessly
2 connected to the winch motor;

- 1 3. The fixture of claim 1 in which the remote control is wired to
2 the winch motor.

- 1 4. The fixture of claim 1 further including electric lamps supported
2 on the bracket in the direction of the banner so as to illuminate the banner
3 supported by the bracket.